

Mr. David Real  
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12/8/90

Dear David,

When the mother of a young friend who has advanced from waiter to short-order cook and enjoys cooking asked me for some of our recipes, I recovered a few and enclose them because of Jim Moore's description of me in his atrocity.

I delivered our eggs and poultry weekly in Washington until our farming was ruined by low-flying military helicopter and I used the recipes for advertising as well as for educating the young women customers whose mothers hadn't interested them in cooking. For those who knew least about cooking I also gave them an excellent Department of Agriculture basic cook book titled "Aunt Sammy."

While the smaller chicken then was described as "Broiler" in fact that was individual-serving size, since then widely known from the similar Rock-Cornish Game Hen.

So I was a farmer and a good one, with an unequalled record of successes in competition encompassing the entire country. Aside from the barbecue championship I was the Maryland cooking champion for a number of years, pre-requisite for entry in the national competition. In it, with between 150 and 200 contestants, the best I ever did was 10th place, with the mimeographed recipe also enclosed. It is a good recipe when you have company and want some time with them. The preparation takes little time, despite its length, and the oven does the rest.

We had a number of friends in the Latin-American diplomatic corps, ranging from Trujillo's son-in-law or nephew, I've forgotten which, ~~was~~<sup>to</sup> the most democratic of men. I got the idea for the asado from a wonderful man, then Uruguayan military attache, later army chief of staff before the dictatorship took power, Guillermo Murdoch. He used to like to come and putter in our garden, to barbecue a piglet or a goat or calf and he celebrated his last birthday in the U.S. with us along with a nephew from Paraguay he'd never met, then in the U.S., at Wornell. What a day-long binge that was!

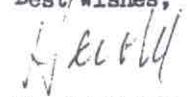
The chicken ~~asado~~<sup>asado</sup> can also be done in an oven, broiled. The marinade improves with age if refrigerated. Put all the dripping back in the jar, too. What this story about it does not include is that I also used a baster and kept the chicken on foil until I was ready to brown it. I used the baster to take the marinade from the foil and drip it on the chicken or return it to the jar. That may well be the most published recipe ever because for years the poultry industry used it on contest entry blanks and advertising.

My picture on the back cover of Whitewash is from a photograph taken by the Pfizer company when they asked us to demonstrate quality poultry to the New York food editors. For that they'd converted a Waldorf ballroom in a barnyard. They then operated the world's largest experimental farm but they considered that we had the best poultry. The live birds never got there because of a blizzard but we did, hours late, on one of the few trains that made it from Washington that day. I'd carried the dressed chicken on the train and the picture was taken at the display of them.

But even this Moore could not get straight. Haven't farmed in 27 years.

I hope you enjoy cooking. I used to. If you haven't tried, both of these recipes is easy if you follow the instructions and are not self-intimidated.

Best wishes,

  
Harold Weisberg



Alfred Van Wagenen (left) Managing Director of the Northeastern Poultry Producers Council, congratulates Harold and Lillian Weisberg, owners and operators of Coq d'Or Farm, Hyattstown, Maryland, at the poultry industry's exposition held at Madison Square Garden, N.Y., on October 4, for their winning entries in the dressed poultry competition. The Weisbergs took top honors in squab broilers and third in roasters. It was the second prominent poultry honor for the husband and wife team this year; Mrs. Weisberg earlier won the 1956 National Chicken Cooking Championship sponsored by the National Poultry Industry, Inc.

**Coq d'Or Farm**  
**Hyattstown, Md.**  
**WAverly 6-2034**  
**TRemont 4-4246**

*Pheasant-Chickens*  
*Rock-Cornish Game Hens*  
*Water Fowl, etc.*

## Id. Husband-Wife Team Wins Awards at Show

A HUSBAND and wife team of poultry raisers in urban Maryland won two awards at the Northeastern Poultry Producers Council exposition in Syracuse, N. Y., Wednesday.

Lillian and Harold Weisberg, who own and operate poultry farm near Hyattstown, Md., on Route 240 in Montgomery County took first and third prizes in the ready-to-cook dressed poultry class at the exposition, according to Dr. Alfred Van Wagenen, managing director, Northeast Poultry Producers Council, sponsors of the annual event.

This year was the 25th annual convention and the 19th position of NEPPCO.

ANOTHER Maryland woman, Lillian Taylor of Easton, Md., who raises 5000 turkeys a year, was selected as the first Poultry Woman of the year during the convention in Syracuse.

Mrs. Taylor, who, with her husband Howard, lives on Apple Green Farm near Easton, won a trip for two to New York as her prize. Mr.

and Mrs. Weisberg brought home blue and yellow ribbons as their prize winning awards.

The Weisbergs raise pheasant chickens and Rock Cornish game hens on their Coq d'Or Farm in Montgomery County.

**MEAT Bird Program Scheduled at NEPPCO**—Some of the nation's leading breeders of broilers will compete in a dressed poultry sweepstakes which will be held October 2-4, in conjunction with the exposition of the Northeastern Poultry Producers Council.

## From The Maryland Poultryman (University of Maryland)

Mrs. Lillian Weisberg, Hyattstown, Montgomery County, Md., who was the World's Champion Chicken Cook at the 1956 Delmarva Chicken Festival at Ocean City in June, appeared in her role at N.E.P.P.Co. and many other recent events of National Importance.

Not to be outdone by his wife, Mr. Harold Weisberg of Hyattstown, in the dressed bird National competition, grabbed first honors in dressed broilers, and third in medium roasters from among the best the Nation offered at these N.E.P.P.Co. exhibits.

These examples are just samples of the potentials among Maryland poultry people, when service and devotion to a cause are the guiding lights of their efforts.

Coq d'Or Farm, as you know, guarantees that nowhere will you get better tasting poultry! Now, Coq d'Or proudly announces and everyone agrees...You can't get better-looking poultry!

For some years now, our customers...discriminating lovers of good food from all the continents...have agreed that nowhere have they ever eaten better-flavored, plumper, more tender or more succulent birds.

Now it is official that Coq d'Or's birds are the nation's best looking! See for yourself from the Washington Post and Times-Herald reprint at left. In a large competition open to everyone, including the small farmers as well as the large packers... Coq d'Or walked away with first prize with our little birds and third prize with our larger roasters. These were the only two classes in which we were entered. (Three days later we were chosen to be vice-president of the National Capon Producers Association)

### SPICED CHICKEN WITH HERBS

|                                                                |                                |
|----------------------------------------------------------------|--------------------------------|
| 2 young chickens, $2\frac{1}{4}$ - $2\frac{1}{2}$ lbs., cut up | $\frac{1}{4}$ tsp. rosemary    |
| 1 lemon                                                        | $\frac{1}{4}$ tsp. sweet basil |
| 4 tbsp. olive oil                                              | $\frac{1}{4}$ tsp. thyme       |
| 1 tsp. salt                                                    | 2 tbsp. parsley flakes         |
| $\frac{1}{4}$ tsp. pepper                                      | 1 clove garlic, minced         |
| 1 tsp. cinnamon                                                | 1 can "B in B" mushrooms       |
| $\frac{1}{2}$ tsp. allspice                                    | Water                          |
| $\frac{1}{2}$ tsp. ginger                                      | 2 chicken bouillon cubes       |
| 1 tsp. paprika                                                 | $\frac{1}{2}$ cup dry sherry   |

Rub pieces of chicken with cut lemon. Brown in olive oil to which has been added the salt, pepper, cinnamon, allspice, ginger, and paprika. (These should be mixed and added all at once to avoid scorching.) When well browned, remove from frying pan and arrange in casserole. To the oil remaining in the frying pan, add the can of mushrooms, together with sufficient water to measure  $\frac{1}{2}$  cup of liquid, the bouillon cubes, rosemary, basil, thyme, parsley, and garlic. Mix thoroughly, stirring until the bouillon cubes are completely dissolved, then pour over chicken in casserole. Rinse the frying pan with the wine and add to the casserole. Cover and bake in preheated oven ( $350^{\circ}$ ) until done, approx. 1 hour.

## He's a 'Champ' at Outdoor Cooking

By Elinor Lee

NEVER underestimate the determination of a man who is out to prove he's as good a cook as his wife.

Harold Weisberg of Hyattstown, Md., is a case in point. He has entered the national chicken cooking contest at the Delmarva Chicken Festival every year since 1956 when his wife Lillian won top prize for her "Chicken Eileen." For three years Harold cooked without reward.

But at the 1959 Delmarva Festival at Dover, Del. last week, Harold won first prize in the Men's National Barbecue Contest.

"Now, we're even," he says. "Lil is a prize winning chicken cook indoors, and I'm an outdoor cooking champ." (The husband and wife team own and operate Coq d'Or Farms in nearby Montgomery County.)

HAROLD calls the original recipe he used at the chicken barbecue bout, "Chicken Asado." The word "asado," he explains, means barbecue in South American gaucho language. He says the secret of his success is in the marinade for the barbecued chicken.

"Let the chicken marinate in the marinade for at least half an hour and keep it wet during the time it grills," Harold says. (He

used a dish mop to soak the marinade on the chicken while it grilled.) Here's his prize winning recipe for which he won a portable TV set and a fancy deluxe barbecue grill.

### Chicken Asado

#### MARINADE

Combine 1 pint olive oil, 1 pint cider vinegar, 1 cup dry red wine (Italian-type wine) 1 tablespoon salt, 1 teaspoon red pepper flakes, 2 teaspoons oregano, 1 teaspoon thyme, 1 tablespoon parsley flakes, 1 clove minced garlic and ¼ cup chicken stock. Heat to boiling and keep warm while marinating chicken halves for half an hour.

#### TO BARBECUE

Start charcoal fire early and let coals die down before placing marinated chicken halves on the grill. Have grill about 7-inches from glowing coals. Grill about 1 hour, "mopping" chicken frequently with marinade. Cook chicken skin side up most of the time.

Note: Barbecue Chicken Champ Weisberg says a 2½-pound frying chicken, split in half, is what he used in the contest.

"This is the best size for barbecuing — it's meaty, sweet and juicy," he adds.



**Coq d'Or Farm**  
**Hyattstown, Md.**  
**WAverly 6-2034**  
**TRemont 4-4246**

**Specialty Poultry**

*Winner of*

- ★ 1st & 3rd. PRIZE - NATIONAL POULTRY EXPOSITION
- ★ 1st. PRIZE - NATIONAL CHICKEN COOKING CONTEST
- ★ 1st. PRIZE - NATIONAL BARBECUE CONTEST



Also is June the High Quality of Coq d'Or Farm Poultry was featured as the cover story in the National broiler magazine. This story attracted international attention. (The other man on the cover is Vin Bowman one of the country's most famous poultry breeders.)

### Wilmington Delaware Evening Journal



**MALE COMPETITOR**—Harold Weisberg, Hyattstown, Md., poultryman, drops one of the first of dozens of drumsticks into the skillet this morning, as the national chicken cooking contest got under way at the Delmarva Chicken Festival in Dover. Mr. Weisberg was one of the male contenders among some 170 cooks entering the competition. His wife, Lillian Weisberg, was national senior cooking champion in 1956.

### NATIONAL BARBECUE KING

NEW YORK MIRROR,  
FRIDAY, JULY 3, 1959

Harold Weisberg credits this outdoor-cookery trick to South American friends who learned it from the gauchos. He thinks it's so simple that any man can work out his own equipment to suit himself to perfection from the idea alone.

Winner Weisberg, owner of the Coq d'Or Farms which specialize in fancy breeds of chickens of 12 ounces on up to 9½ pounds, ready-to-cook-weight, thinks his keen interest in the men's contest arose from the fact that Mrs. Weisberg won the big, general contest in '56. At any rate, the Barbecue King had a whole cheering section in the person of his culinarily-talented and charming missus. But in addition to the morale-building aids, he had an excellent recipe—Chicken Asado, the basis of which is an unusually tasty marinade.

### PRUDENCE PENNY

*Syndicated Food Authority Said—*

Mr. Weisberg's touch of magic with a dash of this and that while basting frequently, won him top honors in the men's Bar-B-Que Class. His dish . . . "Chicken Asado" Mr. Weisberg assures us all is in the sauce . . . a beautifully delicious sauce which improves with age.

### THE POULTRYMAN,

*Barbecue Champion*

"Chicken Asado" won the top honors for Harold Weisberg, a poultryman of Hyattstown, Md., in the barbecuing contest for men only.

Weisberg, whose wife Lillian, won the National Chicken Cooking Contest in 1956, tried also to place in the bigger event, but failed to win a prize. However, the judges of the barbecue contest, supervised by author and food editor, Dr. Ida Bailey Allen, felt his barbecue entry was excellent.